

The Fayetteville A & P Commission will meet as a committee of the whole for the purpose of reviewing funding requests at NOON. Commission will circulate among the petitioners from 12 until 1 p.m. They will then meet in the Director's Room for the purpose of determining funds for projects.

AGENDA
ADVERTISING AND PROMOTION COMMISSION

June 13, 2011 2:00 p.m. Fayetteville Town Center

- I. Call to Order – Maudie Schmitt
- II. Funding of Special Projects
- III. Reports
 - A. Approval of Minutes for May 9, 2011 regular monthly meeting
 - B. Financial Report
 - 1. HMR Revenues – Marilyn Heifner
 - 2. Financial Statements - Keith Glass
 - 3. Update from City Attorney re: delinquent tax collection efforts – Kit Williams
 - C. Clinton House Museum Report -
 - D. Visitor Bureau Report – Shelly Walters
 - E. Town Center Report – Sandra Bennett
 - F. Executive Director Report – Marilyn Heifner
 - G. Advertising Agency Report – Mike Sells
- IV. Old Business
 - A. Town Center remodeling project update
- V. New Business
 - A .Cafeteria Plan resolution
- VI. Adjourn

		2011 Request	Exec. Dir Recom	Commis. Approv.
May 22	Block St.Block Party	\$4,540	funding request withdrawn	
June 10-11	Bikes, Babes and Bling	\$10,000		
June 23-26	All OUT June	\$5,000		
July 2	Run for Veterans	\$4,735		
August 26-28	Fayetteville Roots Festival	\$10,000		
Sept 6	Savor the Flavor	\$3,500		
Sept. 10	NWA Cheese Dip Festival	\$10,000		
October 13-16	Seedling Film Fest - Offshoot Film Festival	\$45,650		
Oct. 14-16	ArtBeats Festival/Harvest Food Festival	\$10,000		
Oct 17-24	National Veterans Creative Arts Festival	\$10,000		
Nov. 19-Jan 1	Lights of the Ozarks	\$30,000		
Dec 10-11	Fayetteville Half Marathon	\$20,000		
		\$163,425		

**ADVERTISING AND PROMOTION COMMISSION
REGULAR MEETING
May 16, 2011**

Commissioners Present: Bill Lyle, Neal Crawford, Bob Davis, Lioneld Jordan, Brandon Karn, Maudie Schmitt and Justin Tennant.

Commissioners Absent: None

Staff Present: Marilyn Heifner, Sandra Bennett

CALL TO ORDER

Maudie Schmitt called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on May 16, 2011, at the Fayetteville Town Center at 2:00 p.m.

MINUTES

Minutes of the April 11 meeting should read that Mills was present (not Crawford). Moved by Davis, second by Tennant to approve the minutes of the April 11, 2010 meeting as corrected. Motion carried.

FINANCIAL REPORT

HMR Revenue – Collections for the month of April was \$187.976, a \$246 increase. Year to date increase is 3.52%, with a total of \$694,651.

Financials – Keith Glass reviewed March financials. All expenses are in line with budgets.

Update from the City Attorney – Kit Williams presented HMR collections from the City Prosecutors Office of \$684.90 for a year to date total of \$12,017.17.

In April, the City Council approved the change in HMR to no longer exempt concession stands at festivals sponsored by Justin Tennant. It is now in effect.

CLINTON HOUSE MUSEUM

The Museum had 106 visitors in April. Hillary's daffodils and new tulips made the grounds an explosion of color. New exhibits offer a more in depth look at the other residents of the house and its historical significance.

The Museum hosted the Arkansas Department of Parks & Tourism Commissioners and the Cassville Young Democrats in April.

CONVENTION VISITORS BUREAU

Sales at the Visitor Center increased 141 in April, with \$5,220.72 in sales. Visitors in the Center increased 44% as well. Definite bookings were signed for 1,255 attendees with an economic impact of \$300,559.95 value. Southwest Tours was the only group which was lost due to poor participant sign-up.

Shelly attended the ASAE trade show. Many there want to book a large conference in Fayetteville, but the challenge is that we don't have rooms. They need 250-300 sleeping rooms which are near adequate meeting space.

TOWN CENTER

For the first time this year, the Town Center reached its sales goal for the month. Thirty percent of the 2011 goal has been attained. Focus for the staff is increasing the week day business and working on rebooking events for 2012.

EXECUTIVE DIRECTOR REPORT

On a regional basis, Marilyn is working with NATA on rebranding. The Clinton House Museum Board met and approved of the current direction of the museum.

The Town Center remodeling progresses with painting completed. Tile, carpet, and chairs are due to be completed during the coming month.

The Fayetteville Guide is underway. Habitotes with the Find it in Fayetteville logo will be distributed at the May 20 baseball game.

A cooperative agreement with the UA Broadcast Journalism department will begin in the fall for students to produce YouTube videos for businesses to be hosted on the experiencefayetteville.com website. The CVB will work on getting marketing and public relations interns for the summer. The Fayetteville flag was ordered and is being sold in the CVB store.

First Thursday was a success despite the rain. ARTospere presented the band.

ADVERTISING AGENCY

Mike Sells introduced Drew Finkbeiner who will be handling the Fayetteville account. Comparison of the Fayetteville HMR numbers to the state tourism tax numbers, the state was flat in January and February and Fayetteville showed an 8 1/2 % increase. Two brochures of the four being updated are complete. Web stats are up, but the online marketing is just starting. We have had over 8,000 visits this year, a 30% increase.

The parking website is being updated so that the QR codes can be put on the parking kiosks.

OLD BUSINESS

HMR for used for bonds for Walton Arts Center – Present were the following: Terri Trotter, Peter Lane, Barb Putnam, Dennis Hunt, Steve Clark, Fred Vorsanger, Paul Becker, and Don Marr.

The Mayor introduced Dennis Hunt who explained that the HMR tax would be used as the revenue stream for the City portion of \$6.7 million toward construct of the Walton Arts Center expansion. The Mayor said the site would be on the campus of the present site of the Walton Arts Center. He indicated that the diagram was presented last August.

Davis asked for a business plan to be presented to the A & P Commission. Peter Lane said they want the facility to go as close to the present facility as possible and they want at the same time to address some problems with the old facilities, i.e., more restrooms. They are doing the next level of study now. The present WAC is at 90% usage and 95% capacity. They will be shooting for 70-80% usage in the new facility. Studies done in the past have shown that the present customer spends \$20 per person in the entertainment district and the WAC has a \$2 ½ -\$3 million impact on the entertainment district.

Dave Gearhart said the University continues to make investment in arts on the campus. They want to continue to showcase UA arts by adding sculptures to the campus. They have a close partnership with Crystal Bridges. They don't have all of the facilities at the UA to handle all of the needs of the UA. The faculty is bringing talent to the UA. They need 600 seats, which will cost in the neighborhood of \$20-\$30 million for UA needs without public money. It makes sense to partner with the UA and WAC to continue the partnership. A larger venue in Bentonville will continue the quality of programing at the WAC. The Dali Lama event was ticketed by the WAC. The UA has committed to use Walton Arena and the football stadium for concerts when the basketball practice facility opens. The UA will be full partners with the Commission and the WAC and will be onboard with fundraising and payment of the bonds.

Davis asked what will be the UA commitment out of the \$20-\$30 million in bonds. Gearhart said the UA will commit \$7 million or match the proposed \$7 million City contribution. The rest will be raised by a campaign effort.

Steve Clark, president of the Chamber of Commerce said the COC Board had approved the plan and he was certain the businesses will step up and help with fund raising.

Lane said one of the reasons he took this job was because the city supported the arts. Arts leaders have stepped up in the past and we believe they will again. The UA and WAC have a unique opportunity to grow and will unlock doors for kids and the quality of life.

The WAC facilities committee has authorized a utilization study which is a 2 x 2 plan (2 years to plan and 2 years to build). Steve Clark is an incoming board member of WAC. The WAC has a 17 year contract with the City.

The Mayor indicated that there was no proposal for suing the sales tax at this time.

Don Marr said the sales tax renews every 10 years and that makes up 40% of the operating and capital improvement plan. 1.3 mils of the 5 mils available are currently being used. The City has other funding needs at this time (a \$27 million dollar regional park). He said the greatest use of the HMR is to leverage it with a UA match. Parking revenues will be diverted to construction to building a parking deck. In the last 10 years the HMR tax has doubled from \$1.1 million to \$2.0 million.

Karn asked if the A & P were to consider funding a portion of the expansion, would the city consider funding the rest. The Mayor responded that he would prefer that if the A & P funds the project, that they fund it all.

Davis said his concern is tying up the HMR tax for 25 years. He hasn't seen a business plan. The lack of a hotel makes it difficult to bring in larger convention groups. He said it was hard for him to make a decision today and asked if there were other opportunities to consider.

The Mayor asked how much time was needed. He said it was the choice of the people to decide the bond election because it's their money.

Lane asked if it would be helpful to share economic impact studies with the committee. Davis said he needed a booklet to read and study.

The Mayor asked what the Commission wanted for the next meeting. Karn asked for information as to how much the expansion would cost and how the HMR would be used to get further funding. Lane said a study 2 years ago indicated the cost was \$180 million to design and build. He said they would major lead gifts and a "penny campaign". The story of fundraising becomes more palatable when they can say, "Our community believes in this." Lane said he can show the economic impact, a gift table, and show how the HMR fits into the bigger gift picture. The WAC needs the physical plant to fit the art's needs.

Clark said he is working on the hotel need. He said, "We clearly know that \$20 per person is spent by an arts patron. We clearly know that we're growing. We clearly know that we're a regional and national arts destination. Fayetteville has grown 640 new jobs since 2009. The Chamber is passionate and that's why we're better suited."

Lyle said the A & P was obligated to come up with how many dollars we have and see how much we are willing to commit.

Tennant said we need to show the outside how obligated we are to the arts and as well as to each other.

Schmitt said there is competition to get our 600 seat facility built before the facility up north and at the same time to be good stewards of the HMR. We need to have as much information as we can have to be prudent. We have people we have to answer to.

Clark said he is working with a \$20 million dollar hotel with over 200 rooms which will employ 60-100 new people.

The Commission asked for a copy of the plan the City presented to the WAC Board.

Mills asked where the 900 seat auditorium of the high school fits into this picture and where does that leave us. Terri Trotter said she didn't think the high school auditorium was a competing facility. It would have somewhat limited accessibility with a usage rate of 70-80%. The question of usage was asked – what percentage would be UA usage and what percentage would be WAC?

Lane said he could provide an overall analysis of the best tools available. He couldn't tell what the project would look like. He could provide assumptions that the WAC uses for a business model. Commissioners asked that the data be noted as to its source.

The WAC had a \$9 million operations budget two years ago and currently the operating budget is \$1.2 million. He indicated that he would put something together that would pass the logic test.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Marilyn Heifner
Executive Director

Advertising and Promotion Commission
For month of May **2011**

Current Year HMR Collected (2120.0912.4101.00)	\$	187,969.41
Prior Year Collected (2120.0912.4101.01)	\$	180.00
First Security Investment Interest Revenue (2120.0912.4708.00)	\$	1,177.72
Total Revenues	\$	189,327.13
Annual Bond Audit Expense (2120.9120.7602.60)	\$	-
Collection Expense (2120.9120.5333.00)	\$	(3,762.99)
Bank of OK Quarterly Fee (2120.9120.5712.00)		
Town Center Bond Payment (2120.9120.5712.00)	\$	(56,304.00)
2008 Property Taxes on Town Center (2120.9120.7602.60)		
Total Expenses	\$	(60,066.99)
Total Check to A&P	\$	129,260.14

City of Fayetteville, Arkansas
Monthly HMR Tax Collections 2008-2011

	2008 Total HMR Taxes	2009 Total HMR Taxes	2009 Change Over Prior Year	2010 Total HMR Taxes	2010 Change Over Prior Year	2011 Total HMR Taxes	2011 Change Over Prior Year
January	\$174,005	\$166,214	-4.48%	\$166,645	0.00%	\$179,546	7.74%
February	\$158,693	\$167,141	5.32%	\$143,940	-13.88%	\$158,037	9.80%
March	\$172,804	\$180,027	4.18%	\$172,662	-0.09%	\$169,093	-2.06%
April	\$183,672	\$191,542	4.28%	\$187,730	-2.00%	\$187,976	0.00%
May	\$175,064	\$190,320	8.71%	\$185,096	-2.74%	\$188,149	1.65%
June	\$194,447	\$190,237	-2.17%	\$184,371	-3.08%		
July	\$188,253	\$180,944	-3.88%	\$196,323	0.08%		
August	\$174,648	\$167,897	-3.87%	\$180,741	7.65%		
September	\$190,244	\$176,463	-7.24%	\$184,471	4.54%		
October	\$187,125	\$189,728	1.39%	\$195,169	2.87%		
November	\$197,814	\$190,887	-3.50%	\$213,494	11.84%		
December	\$174,682	\$174,568	0.00%	\$171,511	-0.18%		
Total	\$ 2,171,451	\$2,165,969	0.00%	\$2,182,155	0.75%	\$882,801	3.12%



Keith M. Glass, CPA

2580 N. College
Fayetteville, AR 72703
(479) 571-0811
(479) 571-0812 fax

Accountant's Compilation Report

503 Pitman P.O. Box 268
Prairie Grove 72753
(479) 846-3424
fax (479) 846-4314

To Commission Members,

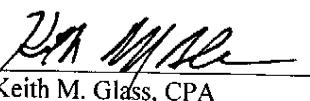
I have compiled the accompanying statements of assets, liabilities, and capital arising from transactions of Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum as of April 30, 2011 and the related statements of revenue and expenses for the period then ended, and three months then ended and the period then ended last year, and four months then ended last year, and the related Statement of budget, revenue and expenses for the previous twelve months. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide assurance about whether the financial statements are in accordance with the modified accrual basis of accounting. The financial statements have been prepared on the modified cash basis, which is a comprehensive basis of accounting other than generally accepted accounting principles.

Management (Owners) is(are) responsible for the presentation and fair presentation of the financial statements in accordance with the modified cash basis of accounting and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements arising from modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's asset, liabilities, equity, revenue, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

I am not independent with respect to Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum.


Keith M. Glass, CPA

Date

6-8-11

Fayetteville A&P Commission
 Statement of Assets, Liabilities & Equity - Modified Cash Basis
 April 30, 2011

ASSETS

Current Assets	
CVB Cash in Register	\$ 100.00
CHM Cash in Register	100.00
Arvest A&P General #4856	98,689.61
1st Security A&P General #8714	731,707.03
1st Sec Fay Town Ctr #8722	97,336.06
1st Sec. Clinton House #8749	12,297.83
1st Sec. Conv Visitor #8730	2,201.88
Arvest Payroll Account #4636	121,941.39
Accounts Receivable	18.48
Due From Other Funds	29,411.06
Investments	1,765,579.27
Investment Adj to Market	10,057.07
Total Current Assets	2,869,439.68
Property and Equipment	
Furniture and Fixtures	41,952.36
Equipment	179,689.91
Leasehold Improvements	45,775.99
CVB Building	930,569.02
CVB Land	198,621.00
Building Additions	318,677.24
Accum. Depreciation	(339,396.50)
Total Property and Equipment	1,375,889.02
Other Assets	
Total Other Assets	0.00
Total Assets	\$ 4,245,328.70

LIABILITIES AND CAPITAL

Current Liabilities	
Accounts Payable	\$ 1,125.00
Accrued Expenses	(12,762.21)
Aflac	188.46
Colonial Life & Acc Ins Payabl	31.98
Federal Payroll Taxes Payable	6,560.83
FUTA Tax Payable	732.93
State Payroll Taxes Payable	1,517.73
SUTA Payable	1,641.49
Employee Benefits Payable	(1,541.45)
Due to Other Funds	3,759.52
Due to Town Center	4,142.40
Total Current Liabilities	5,396.68
Long-Term Liabilities	
Total Long-Term Liabilities	0.00

See Accountants' Compilation Report

Fayetteville A&P Commission
Statement of Assets, Liabilities & Equity - Modified Cash Basis
April 30, 2011

Total Liabilities	5,396.68
<hr/>	
Capital	
Beginning Balance Equity	3,879,562.33
Unrestricted Fund Balance	281,937.74
Restricted Fund-540 Film Grant	221.53
Retained Earnings	225.00
Net Income	<u>77,985.42</u>
Total Capital	<u>4,239,932.02</u>
Total Liabilities & Capital	\$ 4,245,328.70

Fayetteville A&P Commission
Statements of Revenue & Expenses - Modified Cash Basis
For the Month and Four Months Ending April 30, 2011

		Current Month		Year to Date	
Revenues					
HMR Tax Revenue	\$ 187,458.85	78.03	\$ 682,432.11	79.40	
Prior Year HMR Tax Revenue	517.11	0.22	12,219.33	1.42	
Rental Income	40,444.22	16.83	128,916.44	15.00	
Other Income	620.00	0.26	4,030.00	0.47	
Parking Revenue	797.00	0.33	2,031.00	0.24	
Parking Lease	0.00	0.00	3,220.12	0.37	
Gift Shop Sales	485.85	0.20	1,298.59	0.15	
Visitor Store	4,518.56	1.88	9,423.20	1.10	
Partnership Income	400.00	0.17	2,800.00	0.33	
Admission Revenue	536.00	0.22	1,594.54	0.19	
Special Projects	2,385.00	0.99	3,060.00	0.36	
Interest Income Investments	1,177.72	0.49	4,881.92	0.57	
Interest Income Checking	412.39	0.17	1,803.54	0.21	
Visitor Guide Ad Income	500.00	0.21	1,575.00	0.18	
Hospitality Summit	0.00	0.00	180.00	0.02	
 Total Revenues	 240,252.70	 100.00	 859,465.79	 100.00	
 Cost of Sales	 				
Clinton House Gift Shop	759.39	0.32	1,605.98	0.19	
 Total Cost of Sales	 759.39	 0.32	 1,605.98	 0.19	
 Gross Profit	 239,493.31	 99.68	 857,859.81	 99.81	
 Expenses	 				
Signage- Tourism	611.80	0.25	1,823.39	0.21	
Credit Card Discounts	267.26	0.11	1,614.09	0.19	
Bank Charges	0.00	0.00	342.15	0.04	
Parking Expense	100.00	0.04	400.00	0.05	
Advertising & Marketing	0.00	0.00	55,393.08	6.45	
Brochures	0.00	0.00	45,845.60	5.33	
Accounting & Legal Fees	1,380.00	0.57	2,680.00	0.31	
Office Expense	3,363.64	1.40	6,139.61	0.71	
Visitor Store Exp	3,824.29	1.59	11,842.79	1.38	
Insurance & Health Benefits	4,088.87	1.70	17,668.02	2.06	
408 (P) Company Match	943.66	0.39	3,040.08	0.35	
Car Allowance	300.00	0.12	1,050.00	0.12	
Telephone Expense	748.17	0.31	3,012.31	0.35	
Postage and Shipping Expense	1,000.00	0.42	3,479.12	0.40	
Tracking Software	0.00	0.00	1,695.00	0.20	
Material & Supplies	480.00	0.20	480.00	0.06	
Rent	0.00	0.00	12,000.00	1.40	
Repairs & Maintenance Expense	14,257.88	5.93	63,295.67	7.36	
Kamensky Fountain Maintenance	0.00	0.00	1,205.64	0.14	
Linens	1,324.00	0.55	6,100.15	0.71	
Publications & Dues	0.00	0.00	3,055.00	0.36	
Travel/Training Expense	6,277.14	2.61	14,231.72	1.66	
Taxes & Licenses	0.00	0.00	967.23	0.11	
Collections Expense	3,759.52	1.56	13,893.03	1.62	
Payroll Tax Expense	3,161.34	1.32	11,016.28	1.28	
Convention Development	4,325.95	1.80	12,644.19	1.47	
Research Expense	0.00	0.00	475.00	0.06	
Contract Labor	3,965.50	1.65	15,956.00	1.86	

See Accountants' Compilation Report

**Fayetteville A&P Commission
Statements of Revenue & Expenses - Modified Cash Basis
For the Month and Four Months Ending April 30, 2011**

	Current Month		Year to Date	
Wages Expense	35,338.98	14.71	122,110.05	14.21
Electricity Utility	3,785.83	1.58	17,498.84	2.04
Gas Utility	36.19	0.02	7,647.87	0.89
Water Utility	615.60	0.26	3,223.98	0.38
Cable	521.69	0.22	1,980.30	0.23
Recycling	343.78	0.14	757.21	0.09
Security	426.85	0.18	1,523.62	0.18
Airport Advertising	0.00	0.00	1,485.00	0.17
Minor Equipment	0.00	0.00	13,716.80	1.60
Airport Info Booth	0.00	0.00	1,200.00	0.14
DECA	0.00	0.00	1,827.75	0.21
Joe Martin	0.00	0.00	2,500.00	0.29
Arts Live Theatre	0.00	0.00	1,000.00	0.12
Misc Special Project	39,240.39	16.33	64,591.82	7.52
Bond Payments-Town Center	56,304.00	23.44	225,216.00	26.20
Trustee Expense	1,125.00	0.47	2,250.00	0.26
 Total Expenses	 191,917.33	 79.88	 779,874.39	 90.74
 Net Income	 \$ 47,575.98	 19.80	 \$ 77,985.42	 9.07

Clinton House Museum
Stmnt of Budget, Revenue and Expenses - Modified Cash Basis
Month Ending April 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	April Monthly Budget	April Monthly Actual	2010 Year To Date Actual
Revenue							
Transfer from A&P	72,071.00	30,000.00	235.00	71,836.00			30,000.00
Admission	6,000.00	2,000.00	1,702.86	4,297.14	500.00	536.00	1,716.93
Special Events		-					-
Gift Shop Sales	5,000.00	1,664.00	1,475.90	3,524.10	416.00	485.85	1,142.87
Interest	144.00	48.00	36.66	107.34	12.00	6.81	31.22
Other Income		-	360.00	(360.00)			20.07
Total	83,215.00	33,712.00	3,810.42		928.00	1,028.66	32,911.09
Expenses							
Salary+Benefits	35,865.00	11,300.00	9,697.48	26,167.52	2,825.00	2,779.98	10,812.77
Payroll Tax Exp	2,870.00	904.00	882.16	1,987.84	226.00	256.12	997.79
Insurance-Health	4,025.00	1,340.00	1,700.08	2,324.92	335.00	431.96	1,031.31
401K Match	975.00	312.00	269.28	705.72	78.00	77.26	225.00
Rent	24,000.00	12,000.00	12,000.00	12,000.00			12,000.00
Utilities-\$3690		-					-
Water	1,000.00	160.00	206.82	793.18	40.00	52.86	152.62
Gas	1,345.00	697.00	809.42	535.58	88.00	36.19	737.69
Electricity	1,060.00	216.00	238.41	821.59	48.00		240.03
Telephone Actual	1,250.00	420.00	418.29	831.71	105.00	100.48	312.73
Materials & Supplies	1,100.00	350.00	1,011.28	88.72	100.00	756.14	312.08
Credit Card Discounts	750.00	245.00	245.41	504.59	60.00	47.41	116.78
Bank Charges		-					-
Security	275.00	88.00	65.55	209.45	22.00	21.85	87.40
Maintenance/Lawn	500.00	200.00	-	500.00	50.00		60.00
Repair/Maintenance	1,000.00	200.00	4,423.88	(3,423.88)		380.56	-
Sales Tax	500.00	135.00	795.39	(295.39)	35.00		84.00
Special Projects	1,000.00	400.00	-	1,000.00	100.00		-
Publications/Dues	200.00	-	100.00	100.00			104.27
Travel/Training	500.00	-	562.30	(62.30)		562.30	94.99
Gift Shop Items	5,000.00	2,500.00	1,605.98	3,394.02	1,000.00	759.39	595.43
Total	83,215.00	31,467.00	35,031.73		5,112.00	6,262.50	27,964.89

See Accountant's Compilation Letter

Convention Visitors Bureau
Stmnt of Budget, Revenue and Expenses - Modified Cash Basis
Month Ending April 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	April Monthly Budget	April Monthly Actual	2010 Year To Date Actual
Revenue							
Transfer from A&P	313,431.24	125,000.00	-	313,431.24			125,000.00
Interest	600.00	200.00	65.32	534.68	50.00	8.25	219.56
Partnership Dues	6,000.00	2,800.00	2,800.00	3,200.00		400.00	3,000.00
Travel Hero	3,000.00	1,000.00	-	3,000.00	500.00		
Vist. Ctr. Store	30,000.00	7,000.00	9,423.20	20,576.80	2,000.00	4,518.56	3,818.04
Special Projects		-	2,675.00	(2,675.00)		2,000.00	-
First Thursday	5,000.00	2,200.00	385.00	4,615.00	1,000.00	385.00	-
Dickson St	1,500.00	500.00	-	1,500.00			-
Film Festival		-	-	-			-
Premier Baseball		-	-	-			-
Other Income		-	1,250.00	(1,250.00)		620.00	1,560.00
Total	359,531.24	138,700.00	16,598.52		3,550.00	7,931.81	133,597.60
Expenses							
Salary+Benefits	183,608.00	58,000.00	50,536.41	133,071.59	14,500.00	15,356.03	65,051.79
Payroll Tax Exp	14,688.00	4,896.00	4,575.95	10,112.05	1,224.00	1,381.04	5,848.69
Insurance-Health	25,362.00	7,050.00	7,433.68	17,928.32	2,250.00	1,493.28	6,040.76
401K Match	5,508.24	1,836.00	1,405.83	4,102.41	459.00	377.16	1,316.21
Telephone	5,000.00	1,664.00	1,733.19	3,266.81	416.00	461.60	955.82
Electricity	4,620.00	1,165.00	1,405.82	3,214.18	385.00	219.05	1,555.36
Water	650.00	220.00	206.20	443.80	55.00	52.32	185.71
Conv & Tourism Develop	40,000.00	16,650.00	12,160.99	27,839.01	6,200.00	4,325.95	5,122.45
Travel & Training	32,385.00	17,120.00	13,569.42	18,815.58	7,975.00	5,714.84	11,964.30
Publications/Dues	3,810.00	2,660.00	2,205.00	1,605.00	700.00		2,577.00
Repair/Maintenance	2,000.00	800.00	1,160.08	839.92	400.00	895.28	296.01
Office Supp/Printing	12,000.00	4,000.00	1,820.30	10,179.70	1,500.00	870.26	4,090.16
Tracking Sftware/Maint	2,000.00	2,000.00	1,695.00	305.00	2,000.00		1,695.00
Credit Card Discounts	1,000.00	300.00	490.69	509.31	100.00	97.26	174.72
Taxes & Licenses(ASCAF	300.00	300.00	405.34	(105.34)			238.00
Visitor Ctr Store Itms	20,000.00	9,000.00	11,842.79	8,157.21	1,000.00	3,824.29	1,864.23
Education Reimbursement		-	-	-			-
Bank Charges		-	182.85	(182.85)			-
Parking Expense	1,200.00	400.00	400.00	800.00	100.00	100.00	400.00
Advertising & Marketing		-	-	-			1,150.00
Special Project		-	1,813.91	(1,813.91)		813.91	1,390.63
First Thursday	3,900.00	800.00	-	3,900.00	800.00		
Dickson St	1,500.00	500.00	-	1,500.00			
Minor Equipment		-	6,994.61	(6,994.61)			
Premier Baseball		-	-	-			2,835.00
Sales Tax		-	-	-			
Depreciation Expense		-	-	-			
Research Exp		-	475.00	-			
Total	359,531.24	129,361.00	122,513.06		40,064.00	35,982.27	114,751.84

See Accountant's Compilation Letter

Fayetteville Town Center
Stmnt of Budget, Revenue and Expenses - Modified Cash Basis
Month Ending April 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	April Monthly Budget	April Monthly Actual	2010 Year To Date Actual
Revenue							
Rental Incl Service							
Actual 11	394,880.00	137,676.00	118,058.94	276,821.06	34,273.00	37,694.22	139,206.72
Interest - Checking	480.00	160.00	188.33	291.67	40.00	47.11	133.68
Parking Revenue			797.00	(797.00)		797.00	
Daily	7,000.00	2,850.00	1,234.00	5,766.00	1,170.00		1,845.00
Leases	10,000.00	3,354.00	3,220.12	6,779.88			3,397.39
Sales Tax Exp	(3,500.00)	(636.00)	(377.50)	(3,122.50)	(236.00)		(1,545.54)
Special Projects	10,000.00	-	-	10,000.00			-
Misc Revenue							
Transfer		-	-	-			12,461.25
Total	418,860.00	143,404.00	123,120.89		35,247.00	38,538.33	155,498.50
Expenses							
Salary+Benefits	156,379.00	49,864.00	38,542.84	117,836.16	12,466.00	10,536.31	41,575.90
Commissions							9,610.90
Contract Labor	1,500.00	500.00	4,956.00	(3,456.00)	125.00	1,215.50	4,060.00
Payroll Taxes	12,510.00	4,100.00	3,545.26	8,964.74	1,025.00	997.06	4,512.83
Credit Card Discount	3,000.00	1,000.00	877.99	2,122.01	250.00	122.59	1,028.60
Insurance	19,827.60	6,044.00	6,616.96	13,210.64	1,722.00	1,727.84	5,507.48
408K Match	4,691.37	1,434.00	670.60	4,020.77	407.00	289.24	939.05
Utilities							
Water	6,225.00	1,875.00	2,810.96	3,414.04	425.00	510.42	1,639.85
Phone	720.00	240.00	860.83	(140.83)	60.00	186.09	3,018.09
Electricity	64,741.00	19,819.00	15,854.61	48,886.39	3,672.00	3,566.78	15,388.30
Gas	11,969.00	7,843.00	6,860.30	5,108.70	1,097.00		7,162.29
Cable	5,400.00	1,800.00	1,980.30	3,419.70	450.00	521.69	357.56
Recycle Dumpster	1,980.00	660.00	757.51	1,222.49	165.00	343.78	-
Postage	500.00	150.00	109.99	390.01			344.30
Minor Equipment			3,159.24	(3,159.24)		218.50	-
Office Expense	6,000.00	2,070.00	3,315.42	2,684.58	490.00	2,101.19	1,471.33
Linens	25,000.00	8,332.00	6,100.15	18,899.85	2,083.00	1,324.00	7,211.34
Outside Laundry							
Repairs & Maintenance	60,750.00	19,000.00	27,410.05	33,339.95	5,000.00	12,982.04	32,240.20
Advertising & Promo	3,000.00	1,750.00	860.29	2,139.71			
Travel/Training	3,000.00	1,000.00	-	3,000.00			1,131.14
Building Insurance	9,000.00	-	-	9,000.00			
Taxes & Licenses	4,000.00	-	-	4,000.00			
Special Projects	10,000.00	5,000.00	7,124.14	2,875.86		5,662.57	8,035.20
Misc	3,667.03	1,000.00	-	3,667.03	1,000.00		451.99
Bank Charges							
Security	5,000.00	1,200.00	1,436.22	3,563.78	400.00	405.00	1,867.41
Depreciation Exp		-	-	-			
Total	418,860.00	134,681.00	133,849.66		30,837.00	42,710.60	147,553.76

See Accountants Compilation Letter

Fayetteville Advertising and Promotion
Stmnt of Budget, Revenue and Expenses - Modified Cash Basis
Month Ending April 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	April Monthly Budget	April Monthly Actual	2010 Year To Date Actual
Revenue							
HMR Tax Revenue	2,171,850.00	706,844.00	682,432.11	1,489,417.89	192,022.00	187,458.85	653,229.31
Prior Year HMR Tax Rev		-	12,219.33	(12,219.33)		517.11	17,127.72
Interest	35,000.00	11,672.00	4,881.92	30,118.08	2,916.00	1,177.72	12,392.29
Visitor Guide ads	15,000.00	-	1,575.00	13,425.00		500.00	4,250.00
Misc Income	17,000.00	17,000.00	2,600.00	14,400.00			3,292.46
Health Reimbursement	4,893.41	1,627.59	-	4,893.41	407.00		
Rental Income		-	11,000.00	(11,000.00)		2,750.00	10,673.00
Interest Inc Checking	1,500.00	500.00	1,513.23	(13.23)	125.00	350.22	407.91
Total	2,245,243.41	737,643.59	716,221.59		195,470.00	192,753.90	701,372.69
Expenses							
Town Center Fund	675,548.64	224,648.00	225,216.00	450,332.64	56,162.00	56,304.00	223,797.64
Bond Audit Exp	2,000.00	-	-	2,000.00			-
Bond Paying Agent Fe	6,000.00	3,000.00	2,250.00	3,750.00	1,500.00	1,125.00	2,250.00
Workman's Comp Ins	2,600.00	-	-	2,600.00			
Collection Exp	43,437.00	14,135.00	13,893.03	29,543.97	3,840.00	3,759.52	13,407.14
Transfer to CVB	313,431.24	200,000.00	-	313,431.24	100,000.00		125,000.00
Transfer to Clinton Ho	72,071.00	30,000.00	-	72,071.00			30,000.00
Peace Fountain Maint	10,000.00	3,332.00	1,205.64	8,794.36	833.00		2,295.28
Contract Labor		-	11,000.00	(11,000.00)		2,750.00	11,000.00
Salaries	81,653.00	27,216.00	23,333.32	58,319.68	6,804.00	6,666.66	24,939.53
Payroll Tax Exp	7,348.77	2,448.00	2,012.91	5,335.86	612.00	527.12	2,315.66
Insurance-Health	10,953.51	3,520.00	1,917.80	9,035.71	880.00	435.79	(440.78)
408K Match	2,449.59	800.00	694.37	1,755.22	200.00	200.00	660.59
Car Allowance	3,600.00	1,200.00	1,050.00	2,550.00	300.00	300.00	1,200.00
Advertising & Marketin	400,000.00	115,000.00	54,532.79	345,467.21	55,000.00		113,152.83
Airport Info Booth	5,200.00	2,400.00	1,200.00	4,000.00	1,200.00		2,400.00
Airport Advertising	6,000.00	1,500.00	1,485.00	4,515.00	1,500.00		1,485.00
Brochures	150,000.00	27,000.00	45,845.60	104,154.40	7,000.00		40,376.05
Website Update	5,000.00	-	-	5,000.00			
Signage- Tourism	10,000.00	3,700.00	1,610.86	8,389.14	400.00	393.30	4,593.15
Publication & Dues	2,045.00	1,025.00	750.00	1,295.00	300.00		1,279.95
Travel/Training	5,000.00	2,400.00	100.00	4,900.00			1,241.26
Recycling		-	-				
Office Sup & Printing	1,000.00	400.00	472.61	527.39	100.00	116.05	661.12
Postage	20,000.00	6,000.00	3,369.13	16,630.87	2,000.00	1,000.00	195.95
Professional Services	7,500.00	2,500.00	2,680.00	4,820.00	625.00	1,380.00	6,681.58
Straegic Planning		-	385.35	(385.35)			2,490.00
Audit Expense	2,000.00	-	-	2,000.00			
Town Center Garden M	10,000.00	-	-	10,000.00			
Special Projects	239,176.00	239,176.00	60,981.52	178,194.48		32,763.91	1,293.96
Air Museum		-	-	-			10,180.91
AR H.S. Coaches Clinic		-	-	-			5,300.00
Bikes, Babes, & Bling		-	-	-			17,250.00
Bikes, Blues, & Hot Rods		-	-	-			3,206.68
Committee for Mardi Gras		-	-	-			8,489.17
DECA Marketing Fash. Show		-	-	-			1,404.03
H.S. Allstar Games		-	-	-			1,350.00
Dickson St Music		-	-	-			30,000.00
Natl School Boards		-	-	-			2,288.00
TheatreSquared		-	-	-			2,257.26
Repair & Maintenance	75,000.00	18,000.00	30,301.66	44,698.34	6,000.00		16,676.62
Minor Equip	50,000.00	25,000.00	3,781.45	46,218.55	6,250.00		1,803.11
Depreciation Exp	20,000.00	6,660.00	-	20,000.00	1,665.00		9,300.41
Bank Charges		-	159.30	(159.30)			
Taxes & Licenses		-	-	-			18.94
Convention Development		-	97.85				
Unallocated Revenue	6,229.66	6,229.66	-	6,229.66			
Total	2,245,243.41	967,289.66	490,326.19		253,171.00	107,721.35	721,801.04



Departmental Correspondence



LEGAL DEPARTMENT

Kit Williams
City Attorney

Jason B. Kelley
Assistant City Attorney

TO: A & P Commissioners

CC: Casey Jones, Prosecuting Attorney

FROM: Kit Williams, City Attorney

DATE: June 6, 2011

RE: Overdue HMR collection efforts

The Fayetteville City Prosecutor's Office collected only **\$310.00** in overdue HMR taxes last month being the total year-to-date collection to **\$12,317.17**. Only a single case was closed leaving eleven cases pending. These cases are set for trial, have an existing active criminal summons, or have just received the City Prosecutor's letter warning of a future criminal prosecution if the HMR taxes are not paid.

Attached is the City Prosecutor's Report.

CLINTON K. JONES
CITY PROSECUTOR
BRIAN THOMAS
DEPUTY CITY PROSECUTOR



MANDY FINKLEA
OFFICE ADMINISTRATOR
E-mail: hotcheck@ci.fayetteville.ar.us
PHONE: (479) 575-8377
(479) 575-8378
Hot Checks: (479) 575-8254
FAX #: (479) 575-8373

MEMO

TO: **K. Williams**
Fayetteville City Attorney

FROM: **Casey Jones**
Fayetteville City Prosecutor

DATE: **June 2, 2011**

RE: **Status of Active HMR cases**

* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

1.	Acambaro Four Business Closed	Jesus Socarro	Delinquent Balance: \$1,468.04 Active Criminal Summons
2.	Brenda's Drive-In	Collin L. Wilkins	Delinquent Balance: -0- Active Criminal Summons
3.	Butcher Block Business Closed	Gary W. Bell	Delinquent Balance: \$1,871.28 Active Contempt of Court
4.	Dominoes Pizza Business Closed	Lloyd W. Hardison	Delinquent Balance: \$4,590.66 Trial Date: 6/8/11
5.	Elenitas	Elaine M. Reyes	Delinquent Balance: -0- Trial Date: 7/20/11
6.	Frulatti Business Closed	Mary A. McNeil Todd E. McNeill	Paid: \$160.00 Delinquent Balance: -0- Case Closed
7.	Hogwild Pizzeria Business Closed	David S. Mackey	Delinquent Balance: \$1,330.00 Letter
8.	Mama Deans	Meneria D. Morrison Terry L. Morrison	Trial Date: 7/20/11 Trial Date: 7/20/11 Delinquent Balance: No Forms

Kit Williams

June 2, 2011

Page 2

9.	Seafood Market Bar/Grill Business Closed	Craig E. Dowd	Paid: -0- Delinquent Balance: \$4,642.60
10.	Shanghai Chinese and China Garden Businesses Closed	Hsiao L. J. Shen	Paid: -0- Delinquent Balance: \$3,090.00
11.	Soul Restaurant & Lounge Business Closed	Casey E. Dighero	Paid: \$150.00 Delinquent Balance: \$1,043.64
12.	WOW Japanese Bistro Business Closed	Chong N. Kim	Delinquent Balance: \$2,042.00 Set for Trial: 7/13/11 Active Criminal Summons

TOTAL: \$310.00

CLINTON HOUSE MUSEUM

MONTHLY REPORT

MAY 2011

The Clinton House Museum had a total of 302 visitors in May 2011 and was one of our busiest months since opening in 2005. The warm weather has brought in many visitors from all over the United States and distant places such as China, Jordan, Saudi Arabia, and India. We also welcomed Comedian Ron White, who proudly put a pin on our Visitor's Map in his hometown of French, TX.

MUSEUM ACTIVITIES AND EVENTS:

May 17th – Group Tour: Dream Journey – Tulsa, OK

May 25th – Reception: Keep Arkansas Beautiful Commission

May 31st – Wal-Mart International Communications Team hosted a welcome barbecue for their foreign counterparts attending Wal-Mart Shareholders. Music was provided by Jesse Fulon, catering by Robert Waddell, and tables and chairs and tents were provided by AAA Tents & Events.

***NEW EXHIBITS**

H.H. Scotty Taylor, Gilbert & Bo Swanson, Dr. Warren & Rebecca Gifford

Inquiries Tabulated by Source/Mode

From: 5/1/2011 To: 5/31/2011

NOTE: This report shows only active modes and sources, and can only display the first nine active modes defined in your system.

Source	Mode			
	e-mail	Formatted - Bulk	Formatted - First CI	Totals
@ Website	1	0	191	192
Midwest Living	0	974	0	974
Travel Information.com	0	309	0	309
UA Graduate School	0	0	107	107
Where to Retire	0	160	0	160
Totals:	1	1,443	298	1,742

Fayetteville Convention & Visitors Bureau

21 S. Block, Suite 100 ~ Fayetteville, AR 72701

Phone: (800) 766-4626, (479) 521-5776 ~ Fax: (479) 571-4731 ~ info@experiencefayetteville.com ~ Web:
www.experiencefayetteville.com

Fayetteville Visitor Center - 2011 Sales & Visitor Count

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Sales Totals	\$854.92	\$1,262.24	\$2,450.88	\$5,220.72								
2010 Totals	\$557.65	\$354.29	\$745.44	\$2,166.24	\$2,296.32	\$2,360.35	\$3,516.20	\$3,557.59	\$2,680.20	\$2,889.62	\$2,515.90	\$5,694.64
% Change												
from 2010	53.3%	256.3%	228.8%	141.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%

Visitor Count	295	238	691	1301								
2010 Totals	213	209	432	901	945	1,062	1,378	1,304	1,049	1,145	816	754
% Change												
from 2010	38.50%	13.88%	59.95%	44.40%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

2011 Goal = \$30,000/year or \$2,500/month

<i>on pace for:</i>	\$0.00
Yearly	\$9,788.76
Totals	2,525
	0

<i>Monthly Averages</i>	\$0.00
	0

*% Change = divide the difference between the two numbers by the 2010 number
then move the decimal two spaces right*

2010 Monthly Sales Average=\$2,444.54

2010 Monthly Visitor Average=851

2010 sales per visitor = \$2.87

2011 sales per visitor = \$3.97

Sales Leads by Date Issued

May 2011		Meeting Dates	Decision Date	Attend	Peak	Rooms	\$ Value
UA Baseball Regional Baseball Tournament		06/01/2011 06/05/2011	05/29/2011	200	150	600	103,800
Arkansas Association of Collegiate Registrars and Admissions Officers Registrar's Therapy		07/14/2011 07/15/2011		30	15	15	6,228
GRid-connected Advanced Power Electronic Systems Semi-Annual Meeting		11/07/2011 11/09/2011		100	50	100	31,140
	Sub-Total for May	3 Meetings		330		715	\$141,168
	GRAND TOTAL	3 Meetings		330		715	\$141,168

Definite Bookings By Booking Date

May 2011	Meeting Dates	Attnd	Peak	Rooms	\$ Value
Good to Go with Patti Beth	02/12/2011 02/12/2011	42	0	0	4,360
Good to Go with Patti Beth	05/07/2011 05/07/2011	35	0	0	3,633
UA Tennis NCAA Women's Tennis 1st & 2nd Rounds	05/14/2011 05/15/2011	200	25	25	41,520
Good to Go with Patti Beth	07/09/2011 07/09/2011	45	0	0	4,671
Good to Go with Patti Beth	08/20/2011 08/20/2011	45	0	0	4,671
Hispanic Caucus Fall Conference	09/03/2011 09/04/2011	200	50	100	41,520
National Federation of the Blind - Arkansas Chapter State Conference	10/14/2011 10/16/2011	100	15	30	31,140
Good to Go with Patti Beth	01/14/2012 01/14/2012	45	0	0	4,671
Good to Go with Patti Beth	02/11/2012 02/11/2012	45	0	0	4,671
Good to Go with Patti Beth	03/09/2012 03/09/2012	45	0	0	4,671
Good to Go with Patti Beth	03/16/2012 03/16/2012	45	0	0	4,671
Good to Go with Patti Beth	03/25/2012 03/25/2012	45	0	0	4,671
Good to Go with Patti Beth	04/21/2012 04/21/2012	45	0	0	4,671
Sub-Total for May		13 Meetings	937	155	\$159,541
GRAND TOTAL		13 Meetings	937	155	\$159,541

Lost Business By Sales Manager

SHELLY		Meeting Dates	Attend	Peak	Rooms	\$ Value
May 2011						
UA Baseball		06/01/2011	200	150	600	103,800
Regional Baseball Tournament		06/05/2011				
Reason: Selected alternative site						
	Sub-Total for May	1 Meetings	200		600	\$103,800
	Sub-Total for SHELLY	1 Meetings	200		600	\$103,800
	GRAND TOTAL	1 Meetings	200		600	\$103,800

Convention Calendar

<u>Meeting Dates</u>		<u>Attendance/ Peak/Rooms Headquarters</u>		
May 2011				
5/5/2011	All Sports Productions	1,000	100	300
5/8/2011	Joe Martin Stage Race		Multiple Hotels	
5/7/2011	Good to Go with Patti Beth	35	0	0
5/7/2011				
5/11/2011	Southwest Tours	50		0
5/13/2011			Clarion	
5/11/2011	University of Arkansas	5,000	0	0
5/11/2011	Dalai Lama Visit			
5/13/2011	University of Arkansas**	15,000	1,600	3,200
5/15/2011	Graduation		Citywide	
5/14/2011	UA Tennis	200	25	25
5/15/2011	NCAA Women's Tennis 1st & 2nd Rounds		Rogers Embassy Suites	
5/17/2011	Dream Journeys	40	0	0
5/17/2011	Fayetteville Tour- Farmers Market and Golden Coral			
5/20/2011	Arkansas Activities Association	250	50	100
5/22/2011	State Soccer Finals		Clarion	
5/20/2011	Arkansas Activities Association	250	50	100
5/22/2011	State Softball Championships		Clarion	
5/31/2011	Wal-Mart**	20,000	1,000	3,000
6/3/2011	Annual Shareholders Meeting		Citywide	
5/31/2011	Good to Go with Patti Beth	35	0	0
5/31/2011				
June 2011				
6/2/2011	Bilbrey Tours	50	0	0
6/2/2011				
6/9/2011	B.E.S.T Baseball	1,000	500	1,500
6/12/2011	Hawg Showcase		Citywide	
6/9/2011	Bikes, Babes & Bling**	1,000	250	550
6/12/2011	Summer Motorcycle Rally		Citywide	
6/10/2011	Pitch for the Cure	1,000		
6/12/2011				
6/17/2011	All Sports Productions**	375	50	100
6/19/2011	Kid's & Family Triathlon		Cosmopolitan Hotel	
6/18/2011	All Sports Productions**	1,050	50	50
6/19/2011	Ozark Valley Triathlon		Cosmopolitan Hotel	
6/19/2011	Arkansas Activities Association	2,000	250	1,450
6/23/2011	All Star Week		Cosmopolitan Hotel	
6/22/2011	B.E.S.T Baseball	200	60	240
6/26/2011	Hawg Classic - Dave Van Horn Team Baseball Camp		Courtyard by Marriott	

Convention Calendar

		Attendance/ Peak/Rooms Headquarters					
<u>Meeting Dates</u>							
June 2011							
6/23/2011 UA Curriculum & Instruction							
6/24/2011	UA Literacy Symposium: Differentiated Literacy	350	15	30			
			Cosmopolitan Hotel				
6/23/2011	Arkansas Trial Lawyers Association	50	10	10			
6/24/2011	Continuing Education		Cosmopolitan Hotel				
July 2011							
7/9/2011	Good to Go with Patti Beth	45	0	0			
7/9/2011							
7/10/2011	UA Information Technology Research Institute	0	0	0			
7/15/2011	Technology Awareness Program (TAP)						
7/25/2011	UA Advanced Placement Summer Institute	200	100	300			
7/28/2011	Summer Institute		UA Residence Halls				
7/25/2011	B.E.S.T Baseball	400	200	1,200			
7/31/2011	16U World Championships		Citywide				

Fayetteville Town Center, Manager's Activity Report

May 1, 2011 to May 30, 2011

Sales:

	MAY 2010 (base)	MAY 2011	Month % Change	YTD 2010	YTD 2011	YTD % Change
Sales (# Returned contracts by log date – GL)	14	10	(29%)	95	89	(6%)
Complete Events (Paid/Sponsored)	27	28	4%	90	97	8%
Sales (\$ Returned contracts by log date – GL)	\$21,000.00	\$15,686.12	(25%)	\$151,778.95	135,397.87	(10%)
Collections ** (\\$ - Payment Log)	\$28,138.36	\$32,982.33	17%	\$181,101.68	156,267.71	(13%)
\$ Executed Contracts	\$33,020.00	\$27,711.00	(16%)	\$150,159.00	174,846.00	16%
Credit (\\$ - GL)	-0-	-0-	NA	-0-	-0-	NA
Average per event (\\$ Sales / # Sales)	\$1,615.38	\$1,568.61	(3%)	\$1,614.67	1,521.32	(6%)

** We collected \$32,982.33 for rentals and incidentals in May; exceeding the sales goal of \$30,000.00. We've reached 38% of our yearly goal.

Operations Items:

- New Carpet Is Here!
- New Chairs Are Here!
- Lobby tiles replaced.
- General maintenance and repairs.

Marketing, Sales and Public Relations:

- Average Contract--\$1,630.00; dollar amount per contract was up approximately \$300 per contract this month.

Event List:

May 2 – FHS AP Testing

May 3 – Wedding Professionals

May 4 – FHS AP Testing

May 5 – FHS AP Testing

May 6 – FHA AP Testing

May 7 – FHS Prom

May 9 – FHS AP Testing

May 10 – FHS AP Testing

May 10 – Moon Distributors

May 11 – FHS AP Testing

May 12 – FHS AP Testing

May 13 – Haas Hall Prom

May 13 – Mutual of Omaha

May 14 – Baker Reception

May 14 – Mutual of Omaha

May 16 – Children's Therapy

May 17 – FHS Honors Ceremony

May 19 – Women Voting

May 20 – UA Law School

May 21 – UA Law School

May 23 – FHS Women's Soccer

May 24 – Adult Education

May 25 – Bike Education

May 25 – Franklin Covey

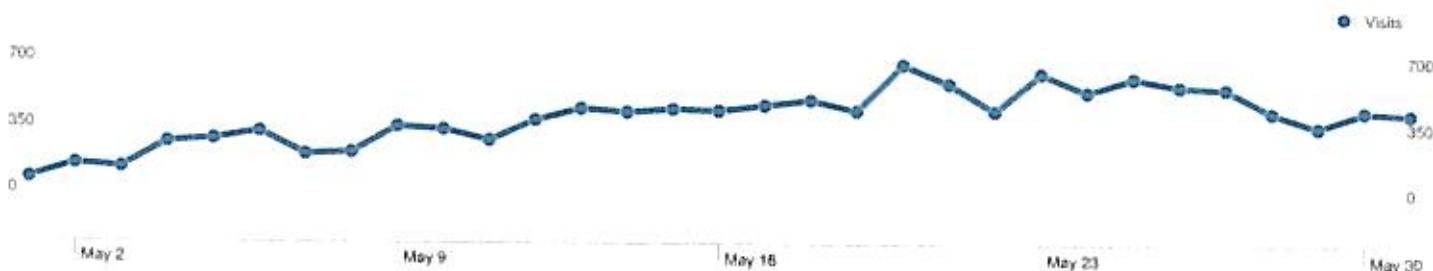
May 26 – Keep AR Beautiful Commission

May 28 – Lopez Reception

May 31 – Haas Hall Graduation

May 1, 2011 - May 31, 2011

Comparing to: Site



Site Usage

13,970 Visits

46.76% Bounce Rate

46,702 Pageviews

00:02:28 Avg. Time on Site

3.34 Pages/Visit

80.62% % New Visits

Traffic Sources Overview



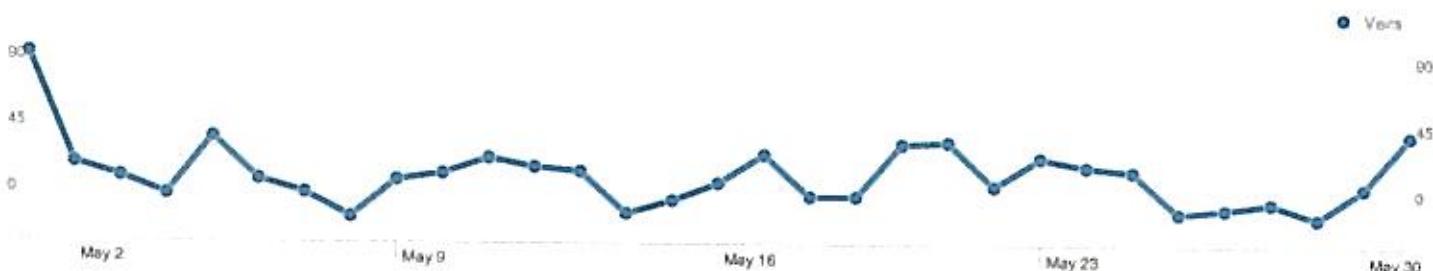
Content Overview

Pages	Pageviews	% Pageviews
/	10,588	22.67%
/play.php	5,604	12.00%
/calendar.php	3,416	7.31%
/vguide.php	1,736	3.72%
/visitors.php	1,474	3.16%

Comparison to Previous Year

May 2011 Visits: 13,970
May 2010 Visits: 9,371

2011 Visits To-Date: 46,764



Site Usage

974 Visits

33.37% Bounce Rate

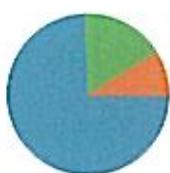
3,151 Pageviews

00:01:57 Avg. Time on Site

3.24 Pages/Visit

77.82% % New Visits

Traffic Sources Overview



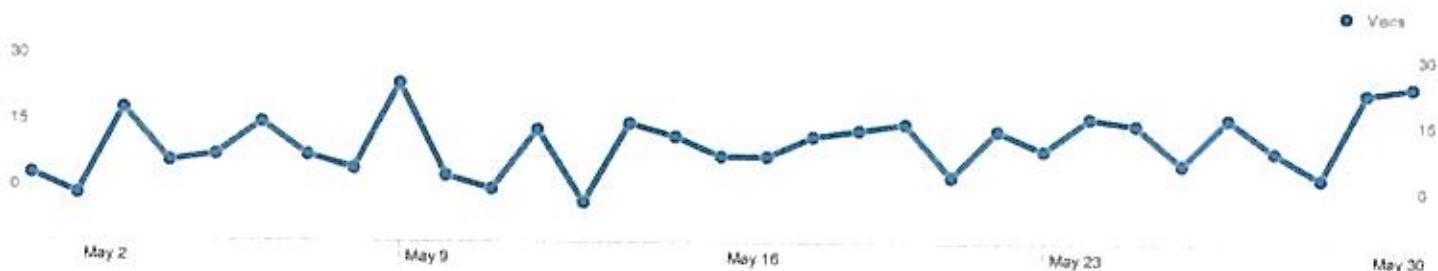
Content Overview

Pages	Pageviews	% Pageviews
/NaN	3,002	95.27%
/	48	1.52%
/features.shtml	16	0.51%
/location.shtml	14	0.44%
/index.shtml	12	0.38%

Comparison to Previous Year

May 2011 Visits: 974
May 2010 Visits: 851

2011 Visits To-Date: 5,890



Site Usage

460 Visits

1,032 Pageviews

2.24 Pages/Visit

21.74% Bounce Rate

00:01:07 Avg. Time on Site

88.26% % New Visits

Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/	531	51.45%
/home.html	451	43.70%
/Timeline.html	49	4.75%
/search?q=cache:mDs0sCZs3r	1	0.10%

Comparison to Previous Year

May 2011 Visits: 460

May 2010 Visits: 444

2011 Visits To-Date: 2,132

	Estimate	Actual
Carpet - Miller	80,000	67,994
Paint - Stucki	25,000	22,695
Chairs	60,000	61,180
Audio Visual	17,000	17,900
Tables/chairs on plaza	10,000	5,244
Umbrellas for patio		1,050
lighting		19,160
Misc. repair		2,341
WDD - project specs/sup	5,000	4,131
	197,000	201,695

**RESOLUTION OF THE FAYETTEVILLE ADVERTISING BOARD OF DIRECTORS FOR THE
ADOPTION OF THE FAYETTEVILLE ADVERTISING CAFETERIA PLAN**

On this date, the FAYETTEVILLE ADVERTISING Board of Directors did meet to discuss the implementation of FAYETTEVILLE ADVERTISING Flexible Benefits Plan to be effective, June 01 2011. Let it be known that the following resolutions were duly adopted by the FAYETTEVILLE ADVERTISING Board of Directors and that such resolutions have not been modified or rescinded as of the date hereof;

RESOLVED, that the form of Cafeteria Plan, as authorized under Section 125 of the Internal Revenue Code of 1986, presented to this meeting is hereby adopted and approved and that the proper officers of the Employer are hereby authorized and directed to execute and deliver to the Plan Administrator one or more copies of the Plan.

RESOLVED, that the Plan Year shall be for a period beginning on June 01st and ending May 31st.

RESOLVED, that the Employer shall contribute to the Plan amounts sufficient to meet its obligation under the Cafeteria Plan, in accordance with the terms of the Plan Document and shall notify the Plan Administrator to which periods said contributions shall be applied.

RESOLVED, that the proper officers of the Employer shall act as soon as possible to notify employees of the adoption of the Cafeteria Plan by delivering to each Employee a copy of the Summary Plan Description presented to this meeting, which form is hereby approved.

The undersigned certifies that attached hereto as Exhibits A and B respectively are true copies of the Plan Document, and Summary Plan Description for FAYETTEVILLE ADVERTISING's Flexible Benefits Plan approved and adopted in the foregoing resolutions.

The undersigned further certifies and attests that the above resolutions were made with the consent of the full Board of Directors, each of whom were in attendance on this date:

Signature/Title

Date